GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:1064
ANSWERED ON:24.02.2003
HERITAGE TOURISM
VIRENDRA KUMAR

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Heritage Hotels are gaining popularity among tourists;

(b) if so, the details thereof; and (

(c) the steps taken to promote Heritage Hotels and Heritage Tourism in the country?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a)&(b): Yes, Sir. Heritage Hotels are gaining popularity among tourists in view of the unique holiday experience that they offer. The number of approved Heritage Hotel has increased from 9 in 1996 to 69 in 2002.

(c) Heritage hotels are given publicity in India and abroad though the Indiatourism Offices, brochures and marketing campaigns. Heritage hotel projects approved prior to 1.4.2002 are eligible to avail interest subsidy @ 5%. on loans taken from designated Financial Institutions.